

Inside & Out

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COMPAQ NEWS

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New subsidiary launched

European growth marked by Austrian ceremony



A statue of Kaiser Franz Josef seems to look on as Rod Canion, Compaq President; Eckhard Pfeiffer, President of Compaq Europe and International; and Franz Janda, General Manager of Compaq Austria, welcome guests to the gala celebration of the opening of Compaq Austria.

Agreement announced

Compaq and Businessland, Inc. recently announced that Businessland has been authorized to sell and service COMPAQ products in the U.S. Businessland will continue its authorization to sell and service COMPAQ products in the U.K.

"This agreement meets our customers' requirements that Businessland carry all the leading PC brand products," David A. Norman, Chairman and Chief Executive Officer of Businessland, said.

It is expected that the authorization process will be complete and COMPAQ products will be available at all U.S. Businessland and ComputerCraft locations during the second quarter.

"We are pleased with this agreement because Compaq customers will benefit from Businessland's nationwide presence and its focus on networking solutions and support," said Michael S. Swavely, President, Compaq North America.

Old-world elegance met twentieth century technology at the opening of Compaq Computer GesmbH, the company's new Austrian subsidiary in Vienna.

To introduce Compaq Austria to members of the local media, a press conference was held at the Palais Schwarzenberg, a Viennese building constructed in the late seventeenth century. About 25 Austrian reporters heard remarks by Eckhard Pfeiffer, President, Compaq Europe and International; Franz Janda, General Manager of Compaq Austria; and Rod Canion, Compaq President.

To introduce Compaq Austria to members of the local media, a press conference was held at the Palais Schwarzenberg, constructed in the late seventeenth century.

Later that day, nearly 400 people flocked to the Wiener Hofburg, a building dating from about 1880, to celebrate the establishment of the new subsidiary. Honored guests, primarily key customers, dealers, journalists and Compaq employees, were welcomed by Canion, Pfeiffer and Janda.

Special guests at the celebration were Robert Mosbacher, U.S. Secretary of Commerce, and Wolfgang Schussel, Austrian Minister of Economic Affairs.

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Practice Run



During a mock disaster, Spill Response Team members practiced cleaning up chemical spills. Much of the practice concentrated on worst-case scenarios. See story, page 2.

New desktop computer aimed at business users

Expanding its business product line, Compaq recently announced the COMPAQ DESKPRO 386/25e, a high performance 25-MHz 80386 personal computer.

The new computer, targeted at experienced business users who require a high-performance desktop system with integrated features, has four megabytes of standard memory, high-performance fixed disk drives and integrated VGA. All these features are available in a streamlined desktop design that fits easily on a credenza.

By addressing the needs of business end users, the COMPAQ DESKPRO 386/25e will reinforce the company's leadership position in the development and delivery of high performance Intel 80386-based PC products. Compaq has led the PC industry in this area since it introduced the first 386-based PC in 1986. Compaq also led the industry with the first volume deliveries of 20-MHz and 25-MHz 386-based PCs, the first 386SX-based PC and the first portable 386 PC.

Noted with regret

Bertram Joseph, Dealer Sales Manager for the North Central Region, died Feb. 11. He had worked with the Compaq Sales Organization since 1984. He is survived by his wife, Rose, and four children, Bert Jr., Aaron, Maya and Nathaniel.

The company has maintained its leading market share position in high-performance (25-MHz and 33-MHz) 386 PCs.

The COMPAQ DESKPRO 386/25e comes with: a 25-MHz 386 microprocessor with cache memory controller; four megabytes of 32-bit memory, expandable

By addressing the needs of business end users, the COMPAQ DESKPRO 386/25e will reinforce the company's leadership position in the development and delivery of high performance Intel 80386-based PC products.

to 16 megabytes; a socket for either a 80387 or Weitek coprocessor to allow optimal numeric processing; a high-performance 16-bit integrated VGA video controller; four industry standard architecture (ISA) expansion slots for end-user customizing; a 5.25-inch 1.2 megabyte diskette drive; and a choice of a high-performance (19 millisecond parallel average access time) 120-megabyte or 60-megabyte fixed disk drive, or no standard fixed disk drive.

The new PC is able to process information up to 50 percent faster than 20-MHz non-cache 386-based PCs, and up to 25 percent faster than 20-MHz cache-based 386 PCs.

The COMPAQ DESKPRO 386/25e is designed for users with demanding business applications in which performance and expandability—all in a small desktop design—are key criteria. The 25-MHz computer has the power for applications in use today and new applications anticipated for the future.

Other standard features include: four storage device bays; parallel, asynchronous communications (serial) and pointing device (mouse) interfaces; COMPAQ software and configuration utilities; power-on and keyboard password security; and security lock.

Optional features include: 5.25-inch 360 Kbyte and 3.5-inch 1.44 megabyte diskette drives; 40-, 84-, 120-, 210- and 320-megabyte fixed disk drives; Fixed Disk Expansion Unit Model 300; 60-, 80-/120- and 150-/250-megabyte tape drives plus associated tape cartridges; asynchronous communications/parallel printer board; 2400-baud internal

The 25-MHz computer has the power for applications in use today and new applications anticipated for the future.

modem; 1- and 4-megabyte 32-bit memory expansion boards; 1 and 4-megabyte memory modules; MS-DOS and MS OS/2 as published by Compaq; VGA color and monochrome monitors; Advanced Graphics color monitor, Advanced Graphics 1024 Board, Advanced

Graphics Memory Board and DGIS Software Interface; and Video Graphics, Advanced Graphics and COMPAQ DESKPRO 386/25e Technical Reference Guides.

Three models of the COMPAQ DESKPRO 386/25e are available: the COMPAQ DESKPRO 386/25e Model 120, which comes with a 120-megabyte fixed disk drive; the Model 60, which comes with a 60-megabyte fixed disk drive; and the Model 1, which comes with a diskette drive and no standard fixed disk drive. All three models are being shipped to Authorized Dealers worldwide.

Other announcements made

Along with the COMPAQ DESKPRO 386/25e, the company also announced new tape drive options, a new COMPAQ SLT/286 memory option and price reductions on selected memory modules.

New tape drive options include 60-megabyte and 80-/120-megabyte tape drives for the COMPAQ DESKPRO 386/25e and other selected desktop and portable products and PC systems.

A new 4-megabyte memory module for the COMPAQ SLT/286, and price reductions on 1, 2 and 4 MB memory modules for selected desktop and portable products and PC systems were also introduced.

Compaq Team forms spill response guidelines

Compaq manufacturing processes require few, if any, chemicals. But, in the event of a problem with even those few, a Hazardous Materials Response Team is ready to spring into action.

"We have a limited number of chemicals and they have limited hazards," says Kevin Farnam, Corporate Environmental Engineer. "Even though there's not a high level of hazard, we want the highest level of safety."

The team recently completed a training course that included lectures on equipment and techniques, demonstrations and spill disaster drills. Additional training courses will be offered.

"We have a limited number of chemicals and they have limited hazards. Even though there's not a high level of hazard, we want the highest level of safety."

"The idea behind the training is to make sure the employees are safe when they're performing a cleanup," Farnam says. "We want to know what problems

we could encounter before we ever have a real spill."

The only chemical used in any relatively large quantity at Compaq is a chlorofluorocarbon or CFC—Freon—which is used to degrease computer boards. Freon is safe for humans to work with but could harm the environment if not

"The thrust of our team is to make sure employees are safe..."

properly disposed of. Other materials used on-site include transformer oil and diesel fuel.

The Response Team, which formed early this year, is led by Mike Merada of Facilities and is made up of 15 responders and other representatives from various departments, primarily Facilities and Site Loss Prevention. According to Farnam, as Compaq grows and changes, the team will grow and change.

"The thrust of our team is to make sure employees are safe and to provide a level of protection to the environment," he says.

To report a leak or spill, call the Compaq emergency number, 374-1000.



According to Kevin Farnam, Corporate Environmental Engineer, the purpose of the training and mock disaster exercises is to ensure employee safety during a cleanup.

First-time U.K. computing show draws impressive crowds

The show was called "Working with Compaq," but it provided much more than just Compaq information. Featuring more than 56 leading computer industry vendors as well as Authorized Dealers and staff members of Compaq Computer Ltd. (U.K.), the show drew more than 4,000 visitors to the Kensington Town Hall Exhibition Centre in February.

The two-day event focused on computing solutions for business, industry and local and central government in five key application areas—CAD/Graphics, Connectivity, Office Productivity/Finance, Sales Automation and the Public Sector. It was designed to demonstrate solutions for modern business needs that could be provided by the combination of COMPAQ PCs and specialist software and hardware. More than 200 COMPAQ products—including PC systems, desktop, portable, laptop and notebook PCs—were on display.

The show included an extensive networking configuration demonstrating connectivity between environments such as SCO UNIX, Novell Netware 386, 3Com 3+Open and COMPAQ LAN MANAGER 386/486 networks, configured to allow operation of applications running in different environments.



Thousands of visitors viewed the wide range of Compaq products on display at the recent Working with Compaq show held at the Kensington Town Hall Exhibition Centre in London.

In conjunction with the Working with Compaq exhibition and show, a major conference titled "Solutions for the 90s" was held. Keynote speaker Rod Canion, Compaq President, joined other leading executives in the PC industry to discuss

the directions the field will take in the new decade.

According to Joe McNally, Vice President and Managing Director of Compaq Computer Ltd., "The Working with Compaq show highlights the way Compaq

works closely with its industry partners to provide reliable, high-performance industry-standard solutions. Its success was evident from remarks of visitors and exhibitors, who clearly found the show a worthwhile event."

COMPAQ Portable claims its place in Houston history

While COMPAQ products are almost always making history, the COMPAQ Portable personal computer can now truly be called "historic." The personal computer that launched Compaq Computer Corporation will soon be taking its rightful place among other Houston-area artifacts and achievements of the twentieth century.

The PC, owned by the Harris County Heritage Society, is being added to the Society's Permanent Collection of Historic Artifacts, a collection of significant items from Houston's past. Taking its place will be a COMPAQ PORTABLE II, donated to the Society by the Compaq Computer Foundation in March.

The Heritage Society is a private, non-profit organization dedicated to preserving artifacts from Houston's past. Houston is located primarily in Harris County. The Heritage Society offers a variety of educational programs, exhibitions and special events to acquaint visitors with its collection of restored Houston-

area homes and artifacts.

According to Jan Wyatt, Director of Communications for the Heritage Society, the Society bought the COMPAQ Portable with two floppy disk drives and a Disk Operating System (DOS) manual in 1986. The PC helped the Society's Development Department organize a fund-raising campaign that led to the acquisition and restoration of several historic homes.

It was later used to set up a daily cost accounting program for the organization's gift shop. "With the daily access to cost information the computer gave us, the gift shop produced its first profit in several years," says Wyatt. The PC was later used to set up the Heritage Society's Communications Department.

When the Heritage Society decided to insert an inexpensive hard disk into the Portable, Wyatt recalls, "I was told to save the original Compaq disk drive. Then, when the hard disk gave out, I had the original disk drive reinstalled. It worked perfectly."

Now that the machine has its original parts restored, members of the Heritage Society have decided not to put the PC back to work.

"As we continued to build our collection of items from Houston's history, we realized the contributions of Houston-area business people and companies during the 20th century hold historic value," noted Wyatt. The historical significance of the COMPAQ Portable is that it was the first model of a product produced by a successful company founded in Houston. "Because our PC had been a display model, thousands of Houstonians have probably fingered the keyboard and inspected the screen," she adds.

In a letter explaining the decision to include the PC in the Society's collection, Wyatt notes, "The history of Compaq Computer mirrors the history of Houston itself... By conserving this early COMPAQ Portable, future generations will be able to study computing equipment of the 1980s."

Compaq, Novell pursue new levels of fault tolerance

A joint technology agreement combines the resources of Compaq and Novell Inc. to develop one or more products to improve reliability of personal computer-based networks.

The product or products developed will take advantage of Novell's system fault tolerance technology and the multiprocessing technology of Compaq.

Effective since early February, the agreement covers design, development, testing and marketing of any resulting products. Both hardware and software extensions will be designed to support the use of mirrored servers in Novell NetWare environments. A second, mirrored image server in a network can substantially increase reliability.

The agreement is a natural step for both companies as more customers become dependent on system up-time and turn to network-based solutions.

Novell President Ray Noorda said the agreement extends "the frontiers of reliability and performance of network solutions."

Mike Swavely, President, Compaq North America, noted that "high-performance network solutions based on COMPAQ SYSTEMPRO and Novell NetWare 386 are already being used in mission-critical applications as an alternative to minicomputers."

Four Demonstration Centers opened at regional offices

Compaq, which sells its products only through a worldwide network of Authorized Dealers, has given U.S. dealers some important support.

The company recently opened four Product Demonstration Centers (PDCs) at its regional offices in Toronto, Chicago, Costa Mesa and Uniondale, N.Y. These centers offer many opportunities, including sophisticated demonstrations and a better understanding of COMPAQ SYSTEMPRO. Many dealers are already bringing customers to the centers for SYSTEMPRO demonstrations in connected environments.

"These centers will help our dealers demonstrate to their customers the advanced features, unparalleled perform-

ance and expandability of the COMPAQ SYSTEMPRO in connected environments," said Vice President of Sales and Service Ross Cooley.

The centers are seen as an important step in combining efforts of Authorized Dealers, third-party vendors and Compaq in addressing requirements of many major customers. Both Authorized Dealers and their customers will be free to consult with Compaq sales, marketing and technical staff at the centers.

Customers also will be able to observe demonstrations of a full range of open, industry-standard COMPAQ products working with a variety of multivendor solutions. Demonstrations include LAN, multiuser and advanced application envi-

ronments, with a SYSTEMPRO in place as server or host.

"A few hours invested in the center can go a long way in addressing customer questions concerning product compatibility, capabilities, performance and integration tips—saving perhaps weeks in the product evaluation process," said Kevin Dolan, National Manager, Engineering Sales Support.

Cooley added, "By attending a presentation at a PDC, the corporate decision maker and Authorized Dealer can discuss configurations and optimization of the COMPAQ SYSTEMPRO at a convenient site, prior to an evaluation unit installation at the account."

Compaq makes push into recycling



The Compaq Print Shop in Houston is one location where the company concentrates on its recycling effort.

Did you know that each American throws away approximately four pounds of trash every day? Of that total, 80 percent is buried in a landfill, 10 percent is recycled and 10 percent is incinerated. The most shocking news of all is that 80 percent could be recycled and reused.

"We live in a throw-away society," says Michael Jackson, Manager, Material Resources. "Things are not breaking down in our landfills. We are storing trash for our grandchildren to worry about."

Jackson explains that as American landfills are filling up, the push for nationwide recycling is growing stronger along with the effort to reduce the amount of waste generated.

Compaq has joined the effort to cut down on the amount of waste in the U.S.

by developing an intensive recycling program—for administration and manufacturing waste, as well as that generated in employees' homes.

Inside & Out reported last month on the planned company wastewater recycling program. That is just one of the steps Compaq is taking to "reduce, re-use and recycle." Other programs include:

- **Paper recycling**—Compaq recycles wastepaper from the company's Houston print shop. The material comes from trimmings, bad proof copies, obsolete forms, work that must be done again due to customer request, etc. The print shop fills about three huge boxes every two to three weeks with approximately 700 pounds of wastepaper for recycling. Compaq is paid approximately \$40 per

ton (pure computer paper fetches around \$95 per ton).

"The bottom line is we are now getting paid for recycling what once we paid to have buried," says George Kornett, manager, Forms and Reprographic Services.

A new program is planned to recycle all paper from company shredders. Currently, only the paper from the security shredder is being recycled.

- **Incineration**—The company owns its own incinerator which is used to burn some of its trash. The energy this creates is used to heat and cool Compaq Center West buildings.

- **Aluminum**—Compaq has recycled aluminum cans used in its Houston offices since early 1988. Receptacles are placed in all breakrooms and other locations. Jackson says additional aluminum can and office paper receptacles will soon be placed in conference rooms and offices.

All money received from can recycling is donated to the Special Olympics through the Association of Compaq Employees' Community Outreach program. This donation program began Jan. 1.

Employees are urged to use receptacles. Compaq Houston buys 210,000 cans per month, and only 6 to 8 percent are recycled. If all cans were recycled, the company would be able to contribute more than \$3,100 monthly to charity programs.

A new program

Jackson is planning another recycling program to be tested in Central Campus buildings soon. This program calls for recycling employee trash.

Employees will have a new system for throwing away trash in their work areas. Each employee will have access to a three-compartment trash can—one for paper, one for aluminum and the other for waste such as food. Cleaning crews will be equipped with three compartment receptacles so much of the trash collected could then be recycled.

"To be successful, the program must be convenient for employees," Jackson says. "Also, we'll provide feedback figures so employees will know how much they are recycling."

If the test program is successful,
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Earth Day observation planned for Main Campus

Compaq Houston will observe Earth Day 1990, April 22, by asking all employees to bring their recyclable material from home for recycling.

Large containers—for aluminum, paper, glass and plastic milk and soda jugs—will be located in the surface parking lot behind Parking Garage 4. Employees are urged to save their recyclable material and bring it to work on Earth Day 1990 for dumping in these containers for recycling.

All proceeds from the effort will be donated to Special Olympics.

Earth Day 1970 was the largest orga-

nized demonstration in history. More than 20 million people participated in the event that resulted in the creation of the Environmental Protection Agency, the Clean Air Act and the Clean Water Act in the U.S.

Organizers of Earth Day 1990 are hopeful the coming event will have as much—or more—impact on the public's environmental awareness and government policy as the 1970 event.

For more information on Earth Day 1990, write Earth Day 1990, P.O. Box AA, Stanford University, Stanford, Calif. 94309.

Environmental tips

The following is a list of tips from the book, "The Greenhouse Crisis: 101 Ways to Save the Earth," to use at home to help conserve our environmental resources.

1) **Caulk and weatherstrip doors and windows.** Air leakage can cause significant home energy waste. It's estimated that if every gas-heated home in the U.S. were properly weatherstripped and caulked, enough natural gas would be saved to heat four million homes. Weatherstripping and caulking can save the average home up to 10 percent annually on energy costs.

2) **Turn off lights in any room you aren't using.** This simple step can prevent a significant amount of home electricity waste.

3) **Avoid keeping your refrigerator or freezer too cold.** The U.S. government recommended temperature for the fresh food compartment of refrigerators is 38 degrees Fahrenheit or 3 degrees Celsius. For the freezer, it's 5 degrees Fahrenheit or -15 degrees Celsius.

4) **Keep the lint screen in your dryer clean.** A clogged lint screen stops the flow of air in the dryer and forces the machine to consume more energy.

5) **Recycle all household goods, not just the obvious items.** You can recycle and re-use many materials: from plastic containers to virtually all metals; from motor oil to clothing; even appliances such as refrigerators and air conditioners. Your local recycling center can

provide further information.

6) **Use unleaded gas.** Recent surveys indicate that approximately 14 percent of U.S. drivers unlawfully use leaded gas in vehicles requiring unleaded gas. This fuel switching adds significantly to automotive emissions including hydrocarbons, nitrogen oxide and lead. High levels of these materials not only contribute to the greenhouse effect and acid rain, but also are believed to contribute to brain disease, colic, palsy and anemia.

7) **Avoid products containing CFCs.** Despite government action, some CFC products are still on the market, including aerosol dust removers, plastic confetti makers and various cleaning sprays for electronic equipment such as

sewing machines, VCRs and boat horns.

8) **Plant shade trees next to your home.** Planting shade trees near your home helps reforestation, and also cuts down on the use of air-conditioning—a major contributor to the greenhouse effect and ozone depletion. In colder climates, strategically plant evergreens to provide a wind break and save on heating energy consumption.

9) **Don't use chemical fertilizers on your lawn.** Fertilizers require significant energy to produce, and emit nitrous oxide and greenhouse gas.

10) **Have a low-flush or air-assisted toilet installed.** Installing these toilets can save 60 to 90 percent of your water.

Airport display greets travelers



A Swedish Authorized COMPAQ Computer Dealer stationed at the airport display answers visitors' questions about the company, its products and its Swedish subsidiary.

Travelers scurrying through Arlanda International Airport in Stockholm, Sweden, may be surprised to find the familiar yellow, orange and red Compaq Computer Corporation logo gracing a large display of the company's products.

"We thought the display would give our dealers an opportunity to meet prospects, and would demonstrate to business people that we are a big company with an expanding presence in Sweden," explains Pia Waernborg-Hagstrom of Compaq Sweden. "In addition, we're hoping to increase brand awareness of Compaq in Sweden."

The 100-square-meter display dwarfs similar nearby exhibits for other computer companies. It features a large exhibition case flanked by two smaller display cubes containing the latest Compaq personal computers. Set up in October, 1989, the Compaq exhibit will occupy the space for 13 months. The contract may be extended beyond that time.

Visitors to the display can fill in forms requesting more information and deposit those cards in the supplied post box. "We have received a lot of good remarks," claims Waernborg-Hagstrom. "It's so big, with so many Compaq posters, that you can't miss it."

Compaq Asia celebrates milestone

For their Compaq colleagues worldwide, Feb. 21 was just another workday. But for Compaq Asia employees, the date represented a major milestone: the day the plant shipped its two millionth printed circuit board.

Employees from both shifts joined office staff members in the company cafeteria to take part in the ceremony commemorating the occasion. Bill Ramsey, Vice President of PCA Operations in Houston, was on hand to help the staff celebrate.

According to Steve Hamblin, Managing Director of Compaq Asia, it took almost two years for Compaq Asia to produce the first million boards and just one year to produce the second million—a significant accomplishment.

After Ramsey congratulated Hamblin and all Compaq Asia employees, he joined several departmental representatives in cutting a cake ordered for the event.



Bill Ramsey, Vice President of PCA Operations in Houston, joins Steve Hamblin, Managing Director of Compaq Asia, and several departmental representatives in demonstrating the teamwork necessary to produce two million printed circuit boards.

Compaq into recycling

continued from page 4

recycling of employee trash will be implemented at all Houston locations.

"When you recycle, you not only save the landfill cost, you also save the cost of transporting that trash," Jackson explains.

Another program Jackson is working on would have company trash hauled to a special dump where the trash would be sorted to find recyclable items.

Employees can help

There are many ways individuals can help in the Compaq effort to reduce and recycle as much waste as possible—such as putting empty soft drink cans in the proper place. Also, Jackson says employees should bring ceramic coffee mugs from home instead of using disposable styrofoam cups. Another way employees can help is to buy and use recycled products. If we don't re-use the things we recycle, Jackson says, all our efforts will be in vain.

"Things are happening so fast. In the northeastern region of America, many states are passing recycling laws," Jackson says. "That's going to be more widespread soon, and we want Compaq to be ready."

"Compaq not only builds the highest quality computers in the world, but is also helping to sustain the highest quality world possible."

(Next month, Inside & Out will report on the many ways Compaq is recycling waste from our manufacturing processes.)

International sales employees get a taste of Texas

With Compaq international sales topping the \$1 billion mark and explosive growth in the company's international subsidiaries expected to continue, many international employees have been eager to see the place where it all started—namely Texas and the company's Houston corporate headquarters.

To give some of these employees a taste of Texas-style hospitality, the International Marketing Department recently hosted 100 sales employees from various Compaq international subsidiaries for an International Sales Executive Briefing. Most of the attendees were newly hired employees.

The main purpose of the gathering was to inform these employees about Compaq—its history, its departmental organization and what the future holds for the company. The group heard presentations by various company officials and took tours of the manufacturing facilities, the Dealer Support area and the Applications Engineering Lab.

After a full day of briefings and tours, the group was given a taste of Texas cooking and dancing at the Texas Tumbleweed, a Houston-area restaurant.



The 100 international sales employees who recently visited the Compaq Houston headquarters were treated to tours of the facilities, briefings and a night on the town at Texas Tumbleweed.



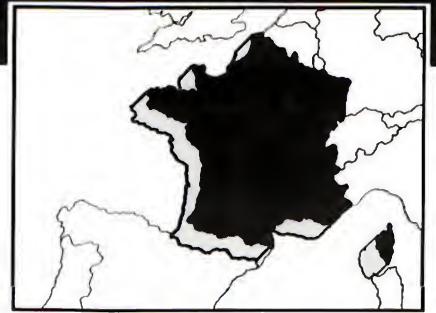
All the international visitors got a chance to try the Texas two-step at the restaurant.

COMPANY MEETING



Houston employees gathered in February for the quarterly company meeting at Metropolitan Baptist Church near the main campus. Employees were encouraged to wear their western duds for Go Texan Day in honor of the Houston Livestock Show & Rodeo, an annual event. To accommodate all employees, four meetings were held over two days. At the end of each meeting, hosted by CEO Rod Canion, each employee was given a Compaq "squeeze bottle," above.

FOCUS



Compaq France breaks records

One of the "oldest" subsidiaries, Compaq Computer S.A.R.L., was created along with subsidiaries in the U.K. and Germany in 1984. From its early days, the subsidiary demonstrated an aptitude for hard work under unusual conditions.

In September of 1985, the original team of 14 employees and Managing Director Bernard Maniglier operated from an old farm building located outside Paris. Since then, the company has moved several times to accommodate spectacular growth in revenue, market share and employee numbers. Today, Compaq France's 216 employees work out of buildings totaling about 150,000 square feet of space.

Mission Stars

Like its parent company, Compaq France set early growth rate records in the local computer industry. Sales more than doubled during each of the subsidiary's first four years of operation, averaging a 146 percent increase per year. By the end of 1988, the company's fourth year of operation, Compaq France revenues had reached nearly 1.1 billion French francs (about 178 million American dollars), and the subsidiary was Number 3 in the French microcomputer industry with a 9.2 percent market share. It was the first computer company in France to reach sales of one billion francs in four years.

To celebrate this historic event and honor its Authorized Dealers, Compaq France hosted "Mission Stars"—a party for its employees, Authorized Dealers and spouses.

At the gala, 2,500 guests were entertained by American blues pianist Ray Charles. At midnight, anticipation mounted as Compaq President Rod Canion drove a brand-new Ferrari 328 GTS into the dining hall. After much fanfare, a drawing was held and a French Authorized Dealer drove away with the car.

From American Graffiti to the Arabian Nights

When asked what makes Compaq France so successful, Maniglier answers "Teamwork. Each member of Compaq France is bright and hardworking and I'm proud of all of them. We have managed to create an international team and a very unusual environment for France. We believe in open communication, we are serious when it comes to work and just as serious when it comes to having fun."

Despite its phenomenal growth rate, Compaq France employees are dedicated to maintaining team spirit. To foster that spirit, employees frequently socialize outside the workplace.

Two evenings a week, all employees and their spouses are invited to a local



From bumble beginnings in an old farm building almost five years ago, above, Compaq France has grown to occupy its own modern office building in a suburb of Paris, below.

tennis club entirely reserved for Compaq. Other events include periodic skiing weekends, tennis tournaments and parties.

Year-end financial results typically provide a good excuse for celebration throughout Compaq. At Compaq France, the results are observed with a big party held at the beginning of each year. Last year, 1988 year-end results were celebrated with an "American Graffiti" party, commemorating the popular American movie about growing up in the 1950s. Special guest "Marilyn Monroe" handed out awards to winners of the pinball, pool, rock and roll and hula hoop competitions.

This year, 1989 results were celebrated amid the trappings of an Arabian Nights fantasy. Camels, palm trees, and Oriental carpets and wall-hangings greeted Compaq France employees, who dressed in "sheik" attire appropriate for the occasion. Exotic entertainment for the event included magicians, a flamethrower, a snake charmer and a sword swallower. In addition, professional belly dancers demonstrated their art. After a make-up session and intensive training, Compaq employees demonstrated their skills in belly dancing competition.

Another record year

1989 year-end figures gave employees something to dance about. Revenue reached 1.8 billion French francs (288 million American dollars), up 72 percent from year-earlier figures. Compaq France accounted for about 12 percent of all personal computer sales in France and



contributed about 10 percent to total company revenue.

Contributing to the subsidiary's spectacular year-end results was the company's decentralization outside of Paris. Ten offices were opened in major cities throughout France, and the subsidiary's first full-fledged sales office was opened in Lyon in October, coinciding with the announcement of the COMPAQ LTE/286 and COMPAQ LTE.

Also contributing to the subsidiary's success has been recognition from industry peers. Three years in a row, Compaq has been the recipient of the "Micro d'Or" or "golden PC" given at FORUM PC, a French computer show. In 1988, the company was honored for the COMPAQ PORTABLE 386 and COMPAQ DESKPRO 386/20. In 1989, the COMPAQ DESKPRO 386s was given the award, and in 1990, the honor was bestowed on COMPAQ SYSTEMPRO.

An American in Paris

To congratulate this subsidiary on its many successes, Rod Canion and Compaq President of Europe and International Eckhard Pfeiffer met with Compaq France employees in February. Both spent an hour discussing the company and answering questions posed by members of the French team.

Both Canion and Pfeiffer commended employees on their subsidiary's achievements over the past five years. Certainly, for a subsidiary that started in an old farm building, Compaq France has increasingly demonstrated its influence in the competitive French PC industry.

COUNTRY PROFILE	
Country:	France
Population:	56 million
Major Cities:	Paris, Lyon, Marseille, Nice, Montpellier, Toulouse, Bordeaux, Nantes, Rennes, Lille, Strasbourg, Metz

SUBSIDIARY PROFILE	
Name:	Compaq France
Head office:	5 Avenue de Norvege, 91953 Les Ulis Cedex, France
Location:	15 miles south of Paris
Phone:	33 1 69 86 71 71
Fax:	33 1 64 46 51 81
Established:	July 1984
Employees:	216
Number of dealers:	304



Belly dancers at the Arabian Nights party held to celebrate Compaq France's year-end financial results. Everyone got into the act.

Switzerland named Country of the Year

At this year's International Sales Conference in San Diego, many were surprised at the announcement of Country of the Year. For the first time, this international award went to Switzerland, a relative newcomer.

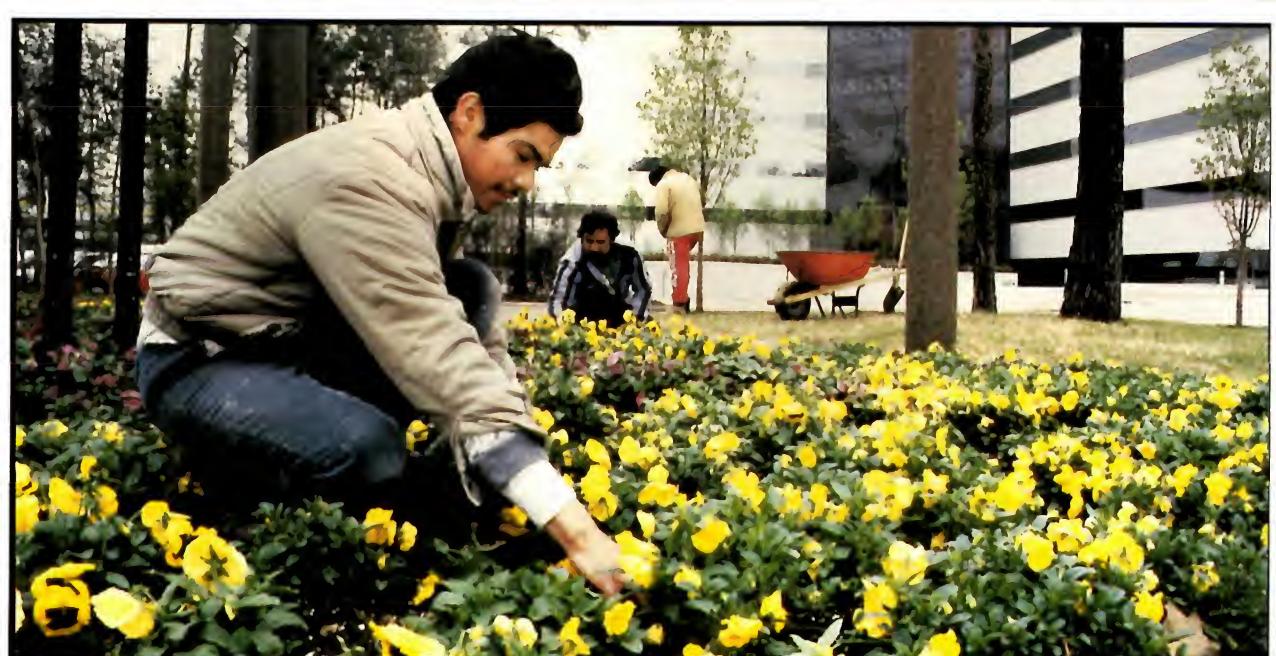
Compaq Switzerland earned its award by excelling in market position, revenue growth, financial performance and employee performance. Its revenue grew 123 percent in 1989 over 1988. The subsidiary boasted the highest revenue per employee among all the international subsidiaries. Not bad for a two year old!



All Compaq employees in the worldwide sales organization converged on San Diego recently for the annual International Sales Conference. The conference featured many events, including presentations and awards ceremonies. One surprise was Compaq Board Chairman Ben Rosen's outfit during his speech. The chairman dressed as a ship's captain according to the theme of the conference, "Charting the Course," and brought along a friend to help. Another surprise was a guest appearance by a Tina Turner look-alike. A shower of balloons, above, heralded the look-alike's arrival.

Spring arrives

Spring has arrived and the Compaq Main Campus in Houston certainly proves it. The campus landscape is bursting with the many colors of spring. Pictured here, yellow flowers adorn an entrance to CCA4, 5 and 6.



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